



1/8

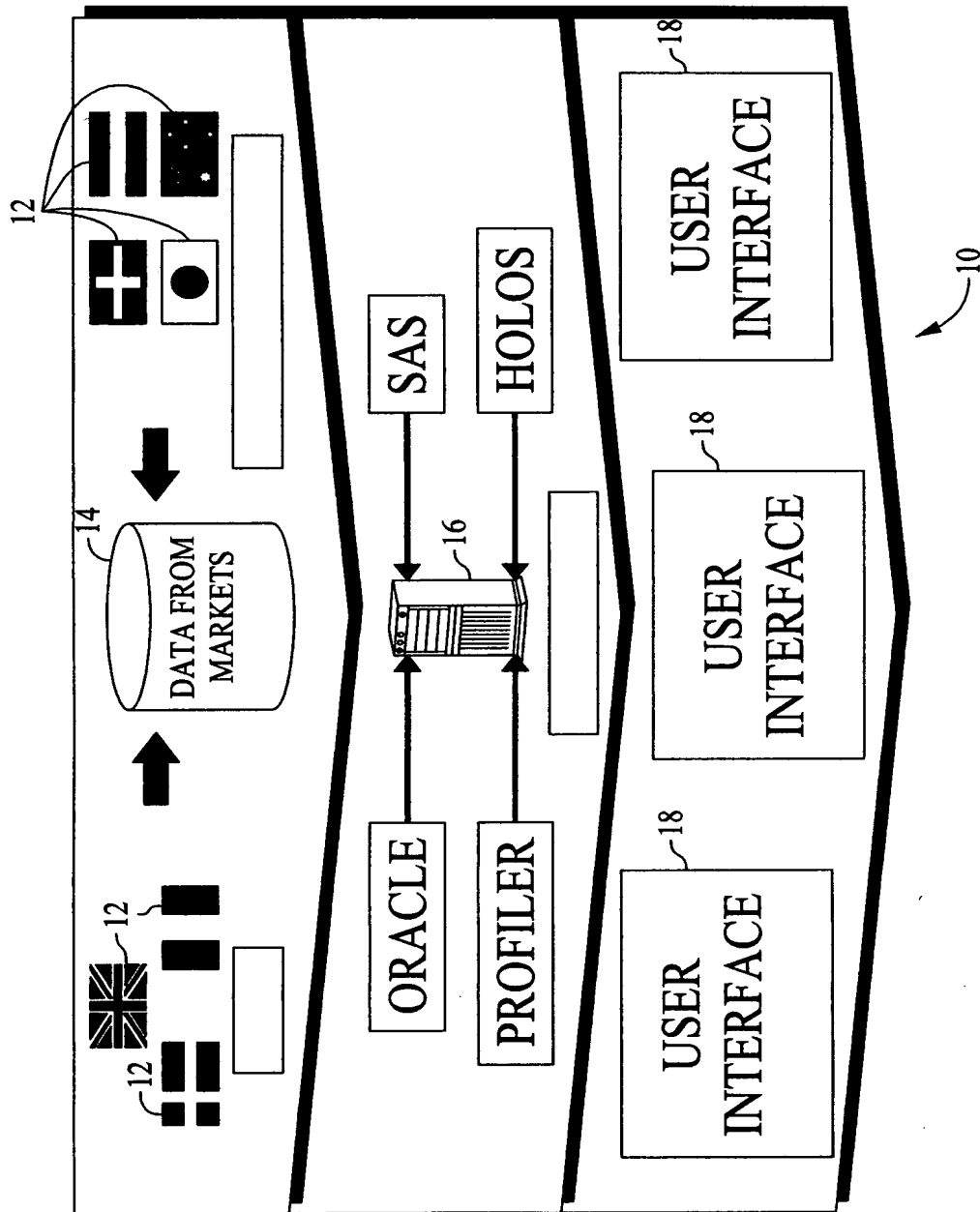
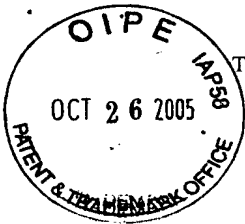


FIG. 1



- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR ANALYZING HISTORICAL TRENDS IN MARKETING CAMPAIGNS

Applicant(s): Samra et al.

S/N: 09/474,631 Docket No: 85IF-00104 (17207-00006)

Atty: Daniel M. Fitzgerald; Phone No: (314) 621-5070

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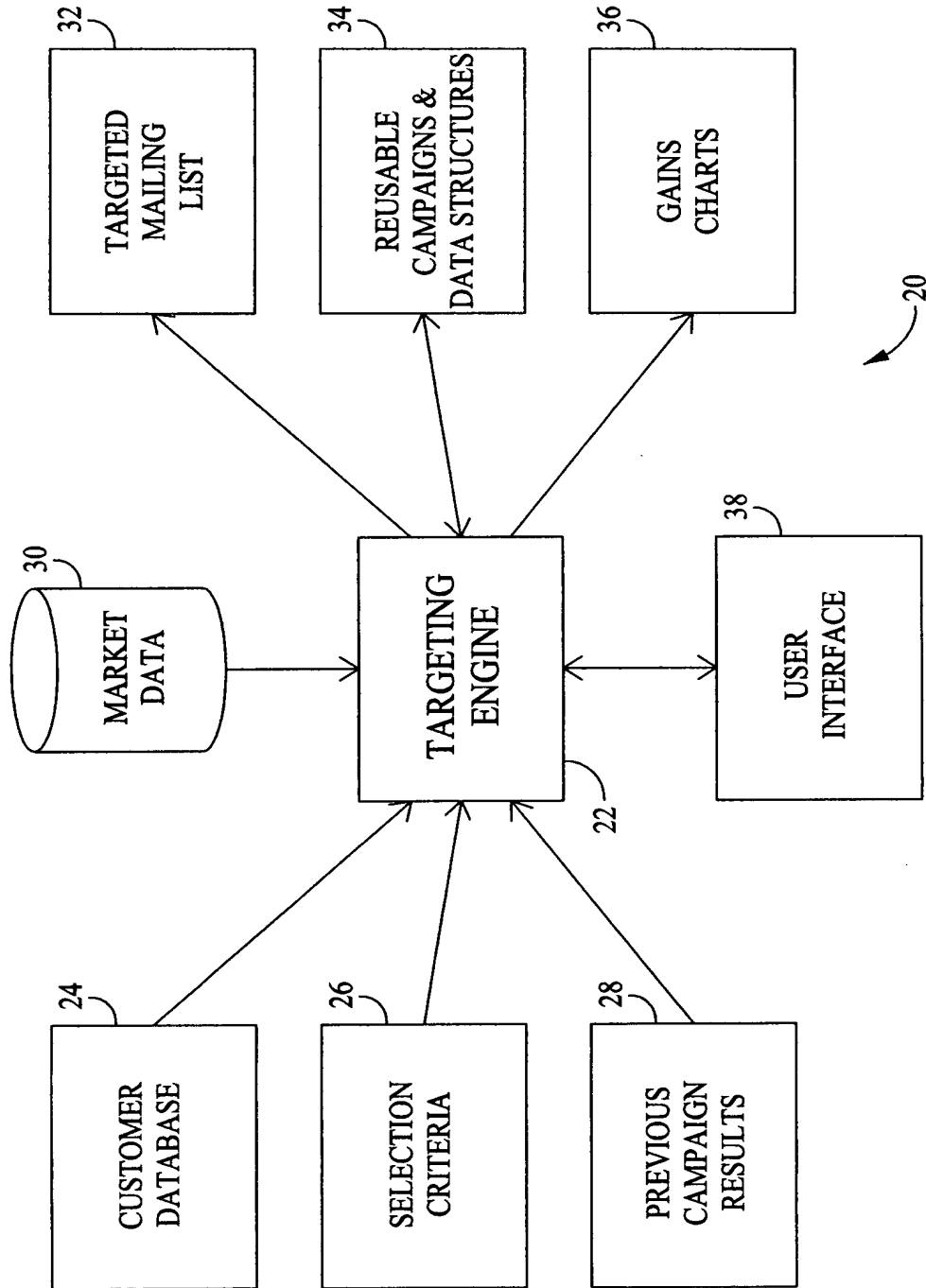


FIG. 2



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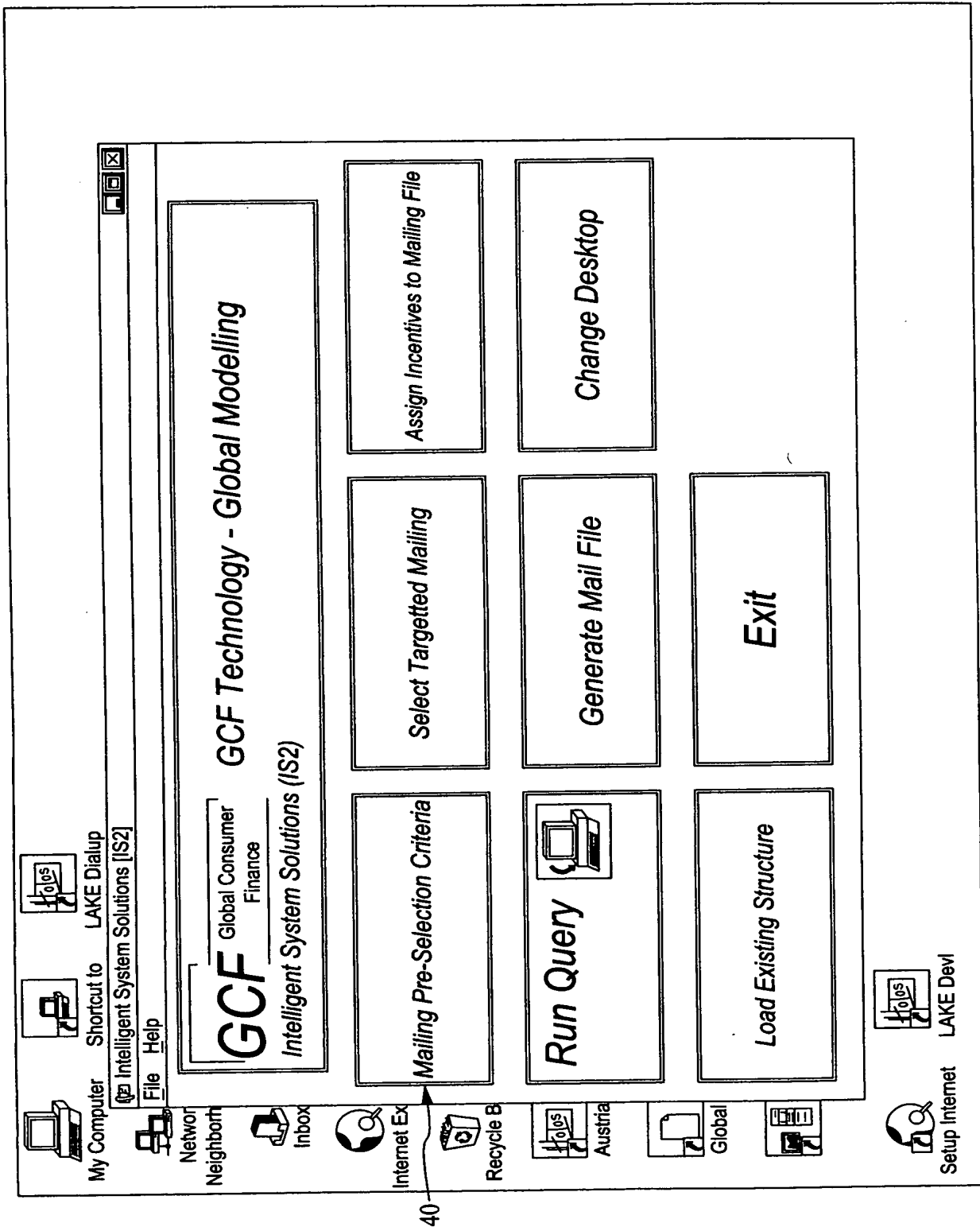


FIG. 3

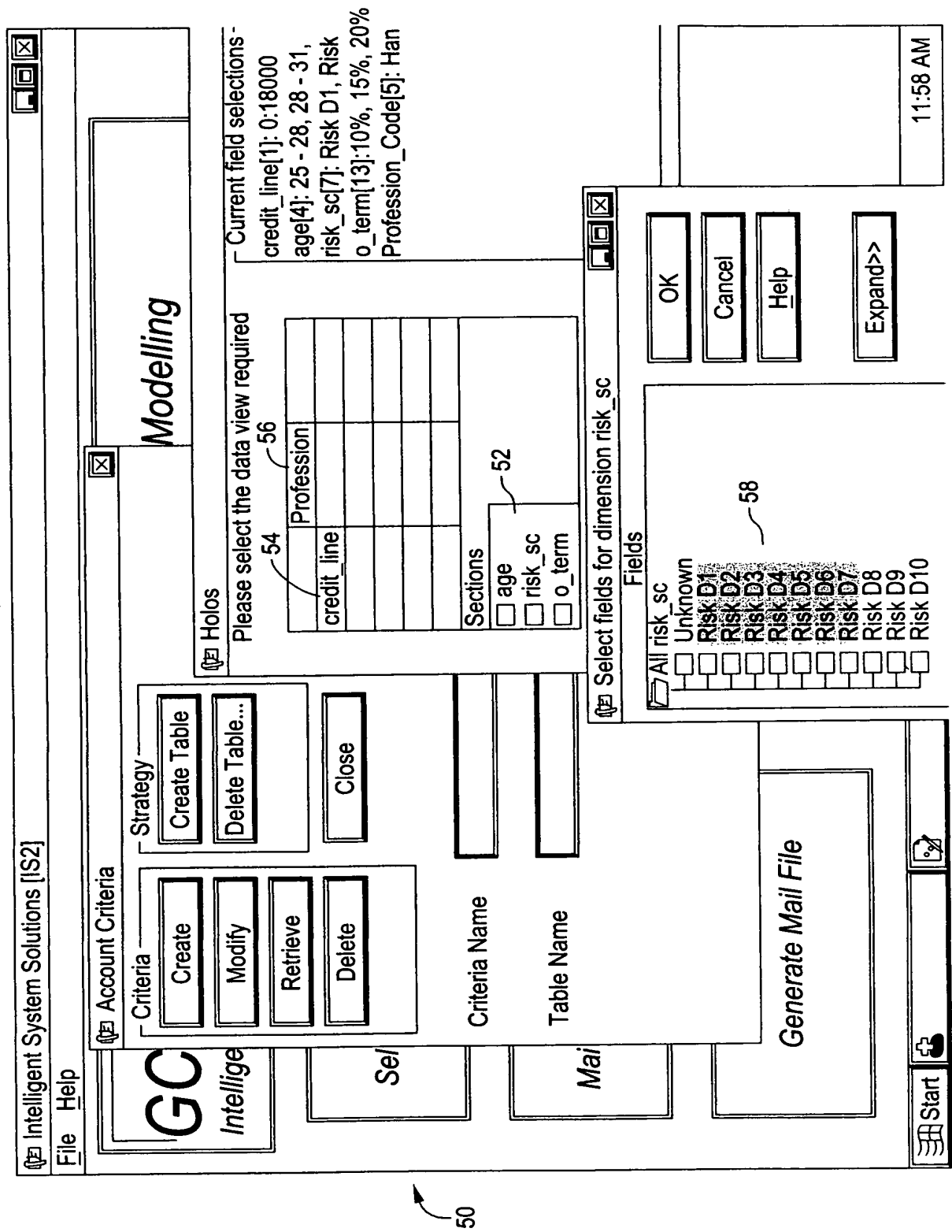


FIG. 4



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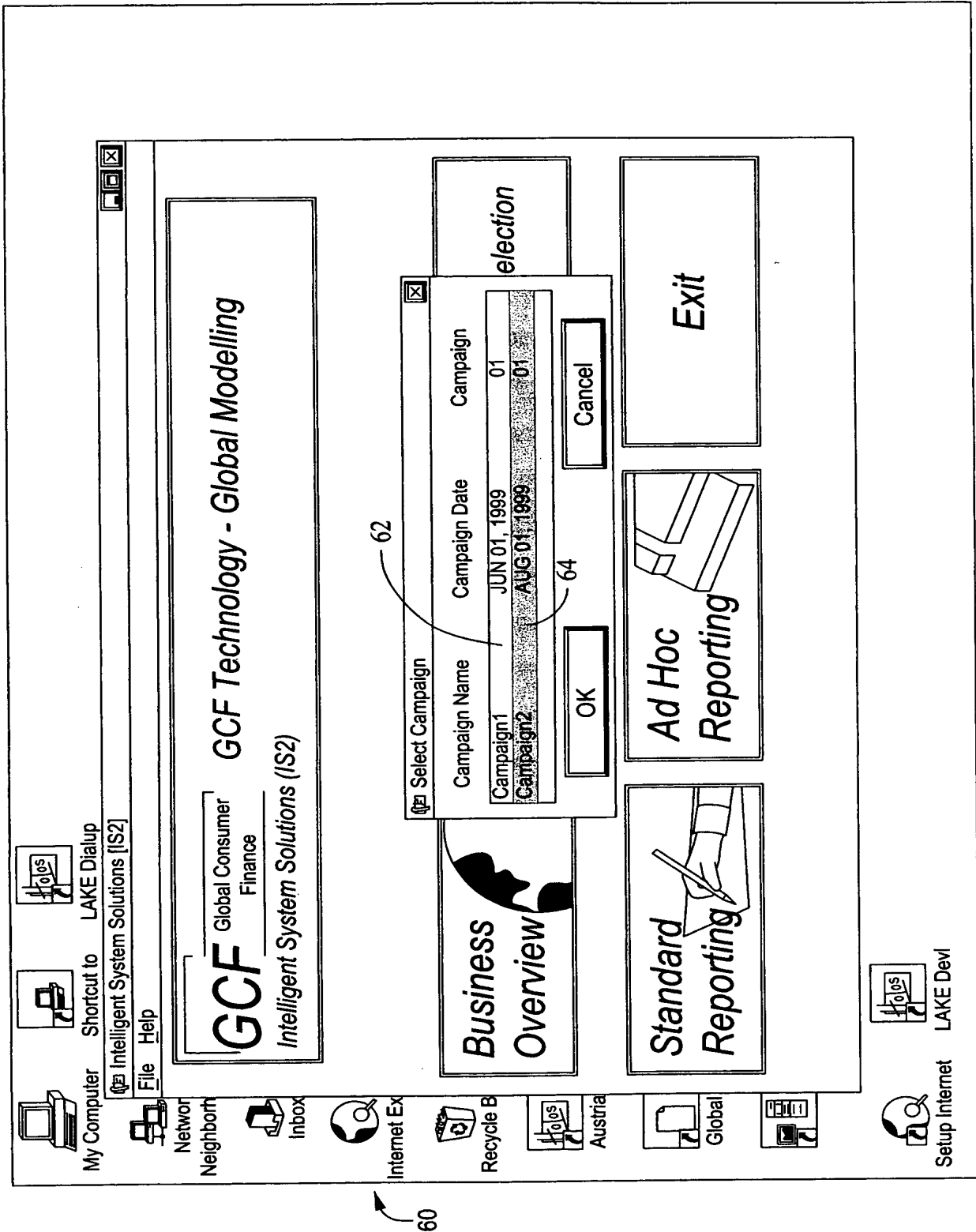


FIG. 5



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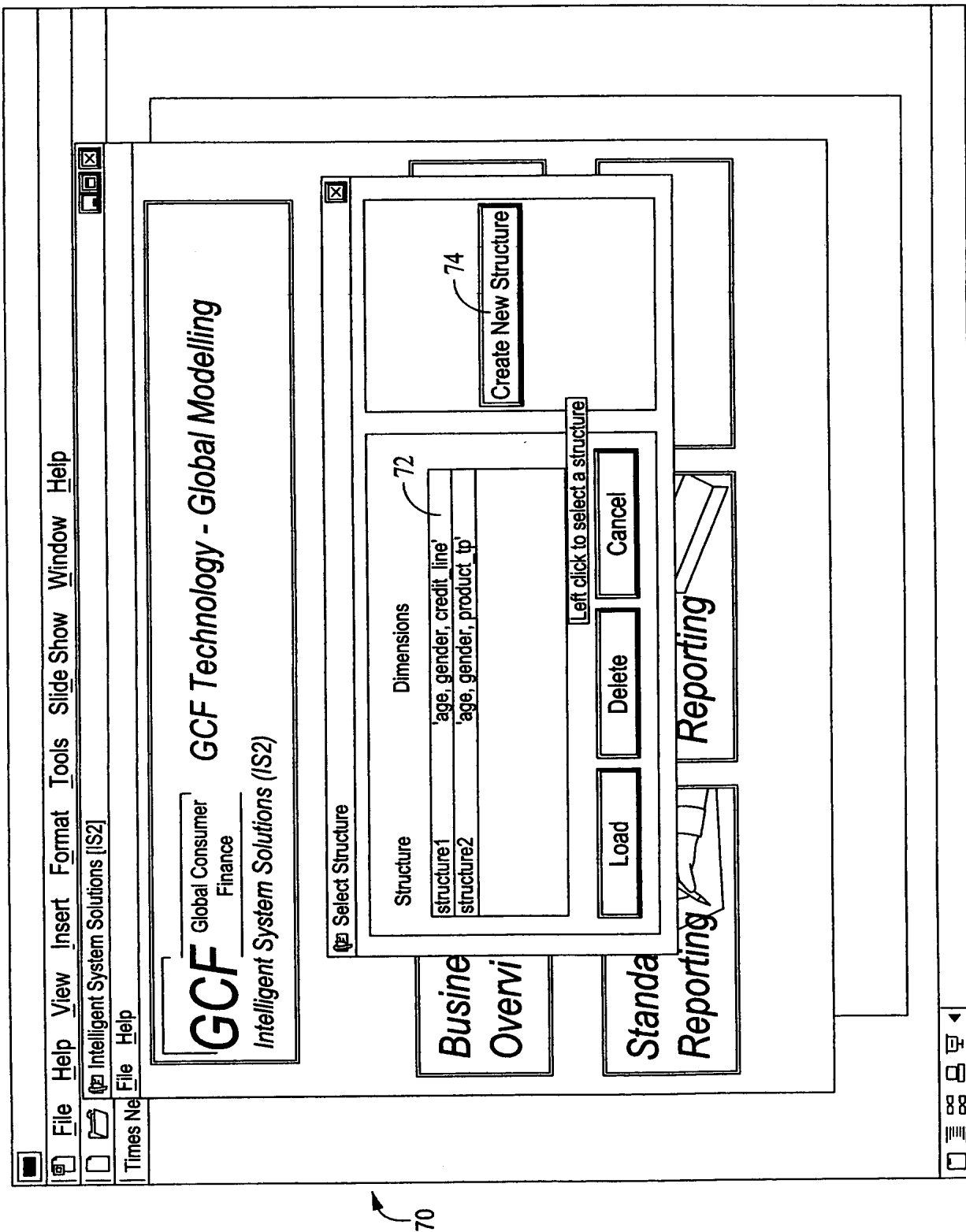
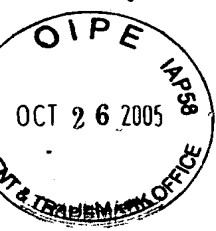


FIG. 6



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Intelligent System Solutions [IS2]

File Help

GCF Global Consumer Finance
Intelligent System Solutions (IS2)

Create Selection Table

Table Name	JAN_001_1	Create Table
Tag Name	9980105CCAA19803VXYGOLD	View Table...
# Accounts	50000	Delete Table...
# Mailed Control	2000	Close
# Non Mailed Control	2000	
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Pre Selection Table	FILTER_JAN_01	
	FILTER JAN 01	
	POPO	
	W	

Select Targetted Mail

Mailing Pre-Selection Cri

Generate Mail File

Start

1:07 PM

80

FIG. 7



- REPLACEMENT SHEET -

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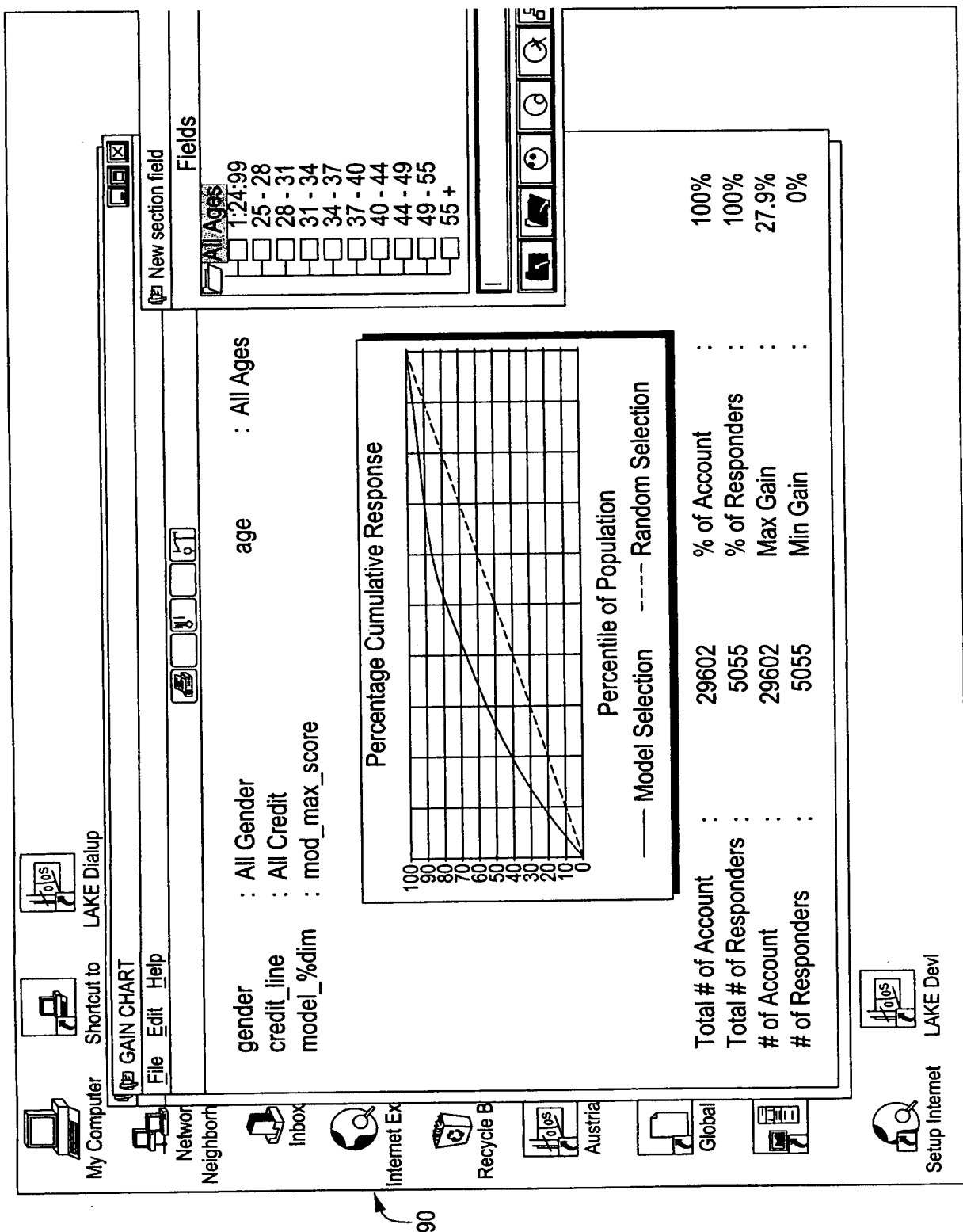


FIG. 8